

FILE

fashion / calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343/APRIL 8, 1963

1963

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 5, 1963</u>			
Thursday April 4 9:00 A.M. Breakfast	PRESS PREVIEW: NEW MODEL ROOMS Preview of model rooms, designed by Blair Catterton, featuring premiere of "Indigo," a fabric collection by "Everfast," based on museum patterns of the early American period. (For Release, Tues., April 9.) Publicity: Lorraine Talent, OR. 9-7800, Ext. 412.	B.ALTMAN & CO.	7TH FLOOR AMERICAN WING
Thursday April 4 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "Color Is Skin Deep"--Speakers: Teddy and Arthur Edelman, Fleming Joffe, Ltd. Co-chmn.: Eve Orton, "Harper's Bazaar" and Virginia Williams, Carlisle Shoe Co. Prices: \$8.00, members; \$10.00, guests. Fall-Winter 1963 fabrics on exhibit, 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL IMPERIAL BALLROOM
Thursday April 4 12:00 Noon Luncheon	ANNUAL SPRING LUNCHEON "Are You On The Road With The Teens"--presentation by Mr. Eugene Gilbert, President, Gilbert Marketing Group. By reservation: members, \$9.50; guests, \$12.50. Publicity: Annette Green Assoc., 101 Park Avenue, MU. 3-5563.	THE FRAGRANCE FOUNDATION	HOTEL PIERRE ROOF GARDEN
Thursday April 4 12:30 P.M. Luncheon	CUSTOM ORIGINALS FOR LATE SPRING-SUMMER Custom-order originals for late Spring-Summer. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Commentator and Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ELIZABETH LAWRENCE (17 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
Thursday April 4 3:00 P.M.	PREVIEW: TRICOSA OF PARIS FALL KNITWEAR Preview for press of Fall couture collection from Tricosa of Paris--coats, suits, ensembles, dresses, separates, sweaters. By invitation. Continuous daily thereafter. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR
Thursday April 4	BACK-TO-SCHOOL RAINWEAR & OUTERWEAR Continuous showings of Fall-Winter collection of "Little Miss Mack" for girls, and "Miss Mack" for young juniors. Publ.: Marion Cook, LA. 4-7942.	N.Y. MACKINTOSH CLOTHING CO.	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday April 4	SHOWING: FALL ITALIAN KNITS Continuous daily showings of Fall knit dresses and costumes, imported from Italy exclusively for Gothe. Contact: Lucile Gordon, LO. 5-2727.	GOTHE (DAVID E.GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
April 5	MACY'S RELEASE DATE--Children's Easter Fashions. No press show.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 5 2:30 P.M.	OPENING: LATE SUMMER & TRANSITIONAL COLLECTION Galanos will present his late Summer and Transitional collection. <u>By invitation only.</u> Publicity: Mathews-Latham, 128 E. 37th St., MU. 5-7907.	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL TRIANON ROOM
Beginning Friday April 5	OPENING OF FALL KNIT COLLECTION Fall collection of double knit suits and dresses, designed by Mary Tetreault. Contact: CH. 4-2784.	MARIE PHILLIPS, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Just Released	SPRING 1964 SOCK COLORS Men's and boys' sock colors, coordinated with street and casual wear. Contact: Ann Mulligan, MU. 5-5881.	COLOR ASSOCIATION OF U.S.A., INC.	200 MADISON AVENUE

WEEK BEGINNING MONDAY, APRIL 8, 1963

Monday April 8 12:30 P.M. Luncheon	MADemoiselle RICCI FASHIONS AT LUNCHEON Lord & Taylor will present their Mademoiselle Ricci collection, for Spring and Summer, designed in Paris by Jules Francois Crahay. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Lord & Taylor contact: Helen Farrell, WI. 7-3300, Ext. 324. Producer and fashion coordinator: Mary Alice Rice, PL. 2-5726.	LORD & TAYLOR	SHERATON-EAST HOTEL BALLROOM
Beginning Monday April 8	SHOWING OF FALL JUNIOR KNITS Fall knit dresses and costumes, designed by Frank Adams for Junior Accent. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
April 9	PASSOVER--begins Monday, April 8, at sundown (April 9-16).		
April 9	ALTMAN'S RELEASE DATE--Model rooms. Preview April 4, 9:00 A.M. (See Pg.1)		
Beginning Tuesday April 9	SHOWING "TRANS-SEASON" DRESS COLLECTION Continuous daily showings of daytime and after-five "Trans-Season" dress collection, designed by Stanley Herman. Publicity: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
April 11	ALTMAN RELEASE DATE--Early Summer "Studio Three" fashions & accessories.		
Thursday April 11 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER FASHIONS Peck & Peck "Salutes The Glory Of Greece"--showing of Summer fashions to the press, 6th Floor, Conference Room. By invitation. Publicity: Caroline Stroll, OR. 3-4700.	PECK & PECK	260 PARK AVENUE SO. (AT 20TH STREET)
Thursday April 11 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON De Pinna will present Adele Simpson's "Turkish Delight"--Summer fashions. Press by invitation. Public by reservation--\$4.75; contact: "Banquet Dept.," PL. 9-3000. De Pinna Publicity: Betty Flannery, PL. 7-9000. Producer and Fashion Coordinator: Mary Alice Rice, PL. 2-5726.	DE PINNA	HOTEL PLAZA TERRACE ROOM
April 12	GOOD FRIDAY		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday April 13- April 21	SEVENTH EDITION OF AUTOMOBILE SHOW Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$2.00; Children--\$1.00. Publicity: United Public Relations, PL. 1-3950.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE

EASTER ACTIVITIES IN NEW YORK CITY

Sunday April 14 12:00 Noon Luncheon	FASHION SHOW AT EASTER LUNCHEON Hats by Sally Victor. Fashions--Bataldi, Belliciano, Countess Alexander, Harvey Furst, Pepe Fernandez, Bob Bugnand for Sam Friedlander, Gothe, Vera Maxwell, Pattullo-Jo Copeland, Shannon Rodgers for Jerry Silverman, Swiss Fabric & Embroidery Center. Furs by Gellert-Kaden. Children's dresses by Cinderella. Hairstyles--Michel Kazan. Show at 1:45 P.M. Luncheon from \$8.50, contact: EL. 5-3000, Ext. 318. Waldorf Fashion Director and Commentator: Mia Grau, PL. 5-1127.	LEADING DESIGNERS	WALDORF-ASTORIA SERT ROOM
Sunday April 14 12:00 Noon Luncheon	EASTER SHOWING OF SPRING-SUMMER FASHIONS Fashions by Larry Aldrich. Furs--Fredrica. Millinery--Cesar Rubio. Show at 2:15. Reservations--\$9.00. contact: "Headwaiter," PL. 5-4100. Park Lane Fashion Director: Mia Grau, PL. 5-1127.	LARRY ALDRICH; FREDRICA FURS	PARK LANE HOTEL CRYSTAL ROOM
Sunday April 14 1:00 P.M. Luncheon	BENEFIT FASHION SHOW AT LUNCHEON "Trans World Flight by TWA"--Spring couture fashions by Hattie Carnegie; show at 2:30 P.M. Reservations--\$10.00 for benefit of The American Theatre Wing Scholarship Fund. Contact: "Banquet Dept.," LT. 1-1000. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	HATTIE CARNEGIE	AMERICANA HOTEL ROYAL BOX
Sunday April 14 1:00 P.M. Luncheon	CUSTOM ORIGINALS AT EASTER LUNCHEON Custom originals by Jose De Lema. Furs by Laurence Kaye including natural amber fox. Reservations: \$11.00 for benefit of the Easter Seal Society. Contact: "Banquet Dept.," PL. 9-3000. Commentator: Maggi McNellis. Producer: Mary Alice Rice, PL. 2-5726.	JOSE DE LEMA	HOTEL PLAZA PERSIAN ROOM
Sunday April 14 1:00 P.M. Luncheon	EASTER SHOWING OF HATS AND ACCESSORIES Showing of hats and accessories by John Frederics. Spring furs and preview for Fall by Reiss & Fabrizio. Reservations--\$11.00 for benefit of the Easter Seal Society. Contact: "Banquet Dept.," PL. 9-3000. John Frederics Publicity: Ronald Forstadt, PL. 5-2939. Producer and Commentator: Mary Alice Rice, PL. 2-5726.	JOHN FREDERICS	HOTEL PLAZA TERRACE ROOM
Sunday April 14 1:00 P.M. Luncheon	PRESENTATION OF FASHIONS AT LUNCHEON Hats by Emme. Fashions--Terry Allen, Belliciano, Countess Alexander, Pepe Fernandez, Bob Bugnand for Sam Friedlander, Gothe, Pat Sandler for High-light, Vera Maxwell, Pattullo-Jo Copeland, Shannon Rodgers for Jerry Silverman, Swiss Fabric & Embroidery Center. Furs--Ben Kahn. Luncheon from \$8.50, contact: EL. 5-3000, Ext. 318. Waldorf Fashion Director and Commentator: Mia Grau, PL. 5-1127.	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM

(continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER ACTIVITIES IN NEW YORK CITY (continued from page 3)</u>			
Sunday April 14 1:00 P.M. Luncheon	FASHIONS "CORDIALE" AT EASTER LUNCHEON Fashions by members of the Fashion Originators Guild of America in colors of cordials by Leroux. Fashions by Alper Schwartz, Ben Barrack, Paul Blumenstein, Cameo Evening Fashions, Five Thirty P.M., Grobe, Kay-Selig, Parnes Feinstein, Abe & Mort Schrader, Shannon Rodgers for Jerry Silverman, Frank Starr Originals, Young Viewpoint, Murray Zenkel. Accessories--Leather Industries of America. Reservations--\$9.50; contact: Louis, TE. 8-8000, Ext. 121. Producer and Commentator: Betty Yarmon, WI.7-7125.	LEROUX LIQUEURS; F.O.G.A.	HOTEL PIERRE COTILLION ROOM
Sunday April 14 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Mr. John's fine-art-inspired "Beautiful Boucher Collection" for Spring-Summer, including hats, haute couture, furs, custom cosmetics and boutique accessories. For benefit of Girls' Club of N.Y. Reservations--\$9.50; contact:"Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.	MR. JOHN	SHERATON-EAST HOTEL BALLROOM
April 15	PERSONAL FEDERAL AND STATE INCOME TAXES DUE.		
Beginning Monday April 15	EARLY FALL COTTONS AND KNITTED JERSEYS Gross Sydney's collection of early Fall and knitted jerseys of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes--at continuous showings. Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday April 15	READY-TO-WEAR FALL ITALIAN KNITWEAR Continuous daily showings of Fabiani's ready-to-wear knit collection. Contact: Virginia Krementz, PL. 3-4464; or PL. 3-3500, Ext. 203.	FABIANI, ITALY	VIRGINIA KREMENTZ 42 W. 58TH ST., RM.203
Wednesday April 17 9:30 A.M. Coffee	OPENING OF "YOUNG SLOANE" SHOP Sloane's will invite the press to preview the new "Young Sloane" shop. By invitation. (For Release, Fri., April 19.) OK. 5-3800, Ext. 450.	W & J SLOANE, INC.	414 FIFTH AVENUE 2ND FLOOR
April 17	HANDMACHER-VOGEL ADVANCE FALL DOUBLE KNITS AT 10:30 A.M., 533 SEVENTH AVE.		
Wednesday April 17 2:00 P.M.	PREVIEW: ADVANCE FALL JUNIOR FASHIONS Mam'selle will present their early Fall collection, designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 17 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Lady Manhattan will present their Fall sportswear collection. Show at 4:30 P.M. For press and buyers, by invitation. Commentator and Fashion Coordinator: Phyllis Youngheart, PL. 1-0752. Publicity: Joan King at Daniel & Charles, MU. 6-7288.	LADY MANHATTAN (1407 BROADWAY)	WALL ST.CLUB-PENTHOUSE CHASE MANHATTAN BANK
April 19	SLOANE'S RELEASE DATE--"Young Sloane" shop. Preview April 17.(See Above)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday April 21- April 25	SKI & AFTER-SKI INDUSTRY SHOWING Showing of ski apparel, equipment, footwear, and accessories by members of Ski Industries America: April 21-23, 9:00-7:00; April 24, 9:00-5:00; April 25, 9:00-1:00. Contact: Doris Taplinger, PL. 3-2454.	SKI INDUSTRIES AMERICA	TRADE SHOW BLDG. 500 EIGHTH AVENUE
Sunday April 21- April 25	SKI AND APRES SKI FASHIONS Samuel Robert will show ski and apres ski fashions at Ski Industry show. Thereafter at showroom. Contact: LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	N.Y. TRADE SHOW BLDG. ROOM 206
Sunday April 21- April 25	SKI FASHIONS FOR 1964 Showing at the Ski Industry show of Ulla's ski, apres ski, and Winter boutique fashions, designed by Vicki Cooper. Thereafter in showroom. Contact: BR. 9-9076.	ULLA (1384 BROADWAY)	N.Y. TRADE SHOW BLDG. ROOMS 649 & 650
Monday April 22 10:00 A.M. Breakfast	FALL-EARLY WINTER MAURER BRIDAL FASHIONS Preview for press of Fall and early Winter bridal fashions, designed by Miss Marie for Maurer Originals. (For Release, Wed., April 24.) By invitation. Customer showing Sat., April 27, 3:00 to 4:00 P.M.(tea). Tickets: \$1.00, available 3rd floor, Bride's Room. Contact: Jane Miller, TR. 5-7200, Ext. 691.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR BRIDE'S ROOM
Monday April 22 2:30 P.M.	PREVIEW: SKI AND APRES SKI FASHIONS Showings: Mon., April 22 at 2:30 P.M.(press); Tues., April 23 at 5:30 P.M.(trade). By admission card only. Contact: Mary Jean Rainne, LT. 1-7840.	CHRISTIAN DIOR SPORT	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday April 22 5:00 P.M. Cocktails	PREVIEW OF FALL SHOE FASHIONS Preview of Town & Country's Fall shoe fashions. Show at 5:00 P.M. followed by cocktails. For press and buyers, by invitation. Contact: Rosalind Allan, CH. 4-3620.	TOWN & COUNTRY SHOES (350 FIFTH AVENUE)	AMERICANA HOTEL ROYAL SUITE
April 23	MACY'S RELEASE DATE--"By The Sea Fashions." No Press Show.		
Tuesday April 23 4:00 P.M.- 6:00 P.M. Cocktails	AMERICAN DESIGNERS' FASHION SHOW Crompton-Richmond will present Fall fashions for 1963 by leading American designers. For press and retailers, by invitation only. Contact: Helen Boyd, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
April 23	CHRISTIAN DIOR SPORT PREVIEW FOR BUYERS AT 5:30 P.M. (See Above)		
April 24	ABRAHAM & STRAUS RELEASE DATE--Maurer bridal fashions. (See Above)		
Wednesday April 24 9:00 A.M. Breakfast	PREVIEW OF SKI BOUTIQUE FASHIONS Showing of ski boutique collection, including fashions designed by Emilio Pucci for White Stag. (Show at 9:30 A.M.) By invitation. Contact: Claire De Kupsa or Joni Barth, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 24 10:30 A.M.	PRESS PREVIEW: BEACHWEAR FASHIONS Gimbels' preview for the press of their Summer sportswear and beach collection. (For Release, Fri., April 26.) By invitation. (Note Change Of Date.) Publicity: Margot Infantino, LO. 4-3300, Ext. 6113.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Wednesday April 24 12:30 P.M. Luncheon	NEW CONCEPTS: KNIT-WEAR AND SWIMWEAR Showing of newly developing fashion concepts in knitwear and swimwear for men, women, and children, at forty-fifth annual convention. Tickets: \$7.50 each. Contact: Edward A. Brandwein, 286 Park Ave. So., MU. 3-7520. Producer and Commentator: Mia Grau, PL. 5-1127.	NATIONAL KNITTED OUTERWEAR ASS'N.	WALDORF-ASTORIA SERT ROOM
April 26	GIMBELS RELEASE DATE--Summer preview, April 24 at 10:30. (See Above)		
Tuesday April 30 9:00 A.M. Breakfast	INFANTS' & CHILDREN'S FALL FASHIONS Carter's "Mother Goose Parade"--Fall 1963 showing of layettes, sleepwear, and outerwear for infants and children. By invitation. Publicity: Jane Gosnell at B.B.D. & O., EL. 5-5800.	CARTER	ST. MORITZ HOTEL SKY GARDEN
Wednesday May 1 8:30 A.M. Breakfast	PREVIEW: FALL- WINTER LINGERIE Preview of Gotham's Fall-Winter lingerie and Tommies. By invitation. Publicity: Susan Meyer, MU. 5-8200.	GOTHAM LINGERIE (401 FIFTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Thursday May 2 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Awards will be presented to students at evening show by designer critics: Anthony L. Muto of Arkay Juniors; David Kidd of Arthur Jablow; Helen Lee; Norman Norell; Mona Roset; Ferdinando Sarmi; Jeanne Campbell of Sportwhirl; Jacques Tiffeau of Tiffeau-Busch; John Moore of Talmack; Donald Brooks of Townley. Prices: \$3.00 (afternoon and evening); \$6.00 (evening, reserved). Contact: Alvin Appel, PL. 9-2214.	PARSONS SCHOOL OF DESIGN(410 E.54 ST.)	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
Thursday May 2 4:00 P.M. Cocktails	PREVIEW: SHEPARDESS BACK-TO-SCHOOL FASHIONS Presentation of "French Lessons"--back-to-school fashions in fabrics of Creslan acrylic fiber by Shepardeess of New York and Enfantillage of Paris. For press and retailers, by invitation. Contact: Dorothy Ashton, PL.3-7385.	AMERICAN CYANAMID COMPANY	SHERRY NETHERLANDS CARNAVAL ROOM
Tuesday May 7 10:30 A.M.	OPENING: COMPLETE FALL COLLECTION Handmacher-Vogel will present their complete Fall collection of double knit and wool suits. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 7 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Pratt Institute will present designs by students at their sixty-third annual fashion show. <u>Show at 4:30 P.M.</u> By invitation. Contact: Marion Lillard, MA. 2-2200.	PRATT INSTITUTE (BROOKLYN)	JUDSON HALL 165 WEST 57TH STREET
Wednesday May 8 9:00 A.M. Breakfast	PREVIEW OF FALL SPORTSWEAR COLLECTION Showing of Fall sportswear and coordinates by Tudor Square. <u>Show at 9:30.</u> By invitation. Thereafter continuous daily at showroom. Contact: BR. 9-8120. Commentator and Publicity: Vera Bacal, PL. 3-8421.	TUDOR SQUARE SPORTSWEAR (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 8 2:30 P.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION Couture rainwear, designed by Adele Lawrence. By invitation. Showings thereafter beginning Mon., June 3, 4, 5, 6, 7, 10, 11, 12, 13 at 4:00 P.M. By reservation. Contact: Norman Lawrence, CH. 4-3815. Publicity: Mathews-Iatham, 128 East 37th St., MU. 5-7907.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 9 12:00 Noon	CHILDREN'S FASHIONS AT LUNCHEON SHOW Luncheon. (Prices and more details in a later issue.)	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM Contact: CI. 7-3940.
Friday May 10 3:30 P.M.	ELEVENTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons"--featuring cottons, designed by Gustave Tassell; also fashions by past winners. Cotton award will be presented to Gustave Tassell by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	GRACIE MANSION EAST END AVENUE
Tuesday May 14 2:30 P.M. Cocktails	OPENING OF FALL COLLECTION "Sportive Look"--collection of shirts, dresses, separates. For press and resident buyers, by invitation. Contact: Rhoda Sattler, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 15 9:30 A.M. Coffee	PRESS PREVIEW: "HOUSE OF YEARS" Preview for press of Sloane's completely redecorated "House Of Years" shop. By invitation. (For Release, Fri., May 17.) Publicity: Reni Kuhn, OK. 5-3800, Ext. 450.	SLOANE, INC.	414 FIFTH AVENUE 5TH FLOOR
Wednesday May 15 4:30 P.M. Cocktails	"YOUNG FASHIONS FOR FALL 1963" Fall fashions for toddlers, girls, pre-teens, and boys. Show at 5:00 P.M. By invitation. Contact: Jeanette Butzell, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL ASTOR BALLROOM
Thursday May 16 3:00 P.M.	PREVIEW: FUR LINED COATS AND SUITS Preview for the press of Style Trend's Fall-Winter fur-lined coats and suits, including a special group of fur-lined suede and leather coats, designed by Betti Belmont. By invitation. Thereafter beginning Fri., May 21, daily at 9:30, 11:30, and 3:30. By appointment. Contact: Miss Lee, LO. 5-4632.	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
May 17	SLOANE'S RELEASE DATE--"House Of Years" shop. Preview May 15. (See above).		
Tuesday May 21 9:00 A.M. Breakfast	SUB-TEEN FASHIONS & MERCHANDISING CLINIC Ninth annual back-to-school subteen fashion and merchandising clinic--complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC BALLROOM (B'WAY & 34TH)
Monday May 27 10:30 A.M.; 1:30 P.M.	PREVIEW: FALL EVENING AND COCKTAIL FASHIONS Preview of Fall cocktail and evening fashions, designed by George Nardiello. By invitation. Thereafter at 9:30 A.M., June 3, 5, 6, 7, 10, 11, 12, 13, 14, 18, 19. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 27 2:00 P.M. Champagne	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Schiaparelli furs for Fall and Winter. By invitation. Publicity: Ken R. Williams, WI. 7-4471.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday May 27 3:30 P.M.	ANNUAL FALL FASHION SHOWS Milliken will present Fall fashions at 3:30 P.M. Showings--May 27 and June 3. Breakfast showings at 7:15 A.M. May 28, 29, June 4, 5, 6, 7, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21. By invitation and ticket only. Fashion & Publicity Director: Claudette Rose, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
Tuesday May 28 10:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview by invitation. Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13, 18. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday May 28 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Fall junior fashions, designed by Anne Klein. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 28 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 28, June 4, 5, 6, 11, 12, 17, 19 at 2:30. Press showing, Monday, June 3 at 3:00 P.M. By reservation. Publicity: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday May 29 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Fall-Winter coats, suits, ensembles, designed by David Kidd. Thereafter at 11:30, May 29, June 3, 5, 11, 13. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
May 30	MEMORIAL DAY (Thursday)--Legal Holiday.		
Beginning Monday June 3	OPENING OF FALL COLLECTIONS Members include: Alper Schwartz Co., Inc.; Ben Barrack; Paul Blumenstein, Inc.; Cameo Evening Fashions; Five-Thirty P.M. Fashions; Grobe Originals, Inc.; Kay-Selig; Parnes Feinstein Inc.; Abe Schrader Corp.; Mort Schrader, Inc.; Jerry Silverman, Inc.; Frank Starr Originals; Young Viewpoint Dresses; Young Viewpoint Knits; Murray Zenkel, Inc. Publicity: Betty Yarmon, WI. 7-7125.	FASHION ORIGINATORS GUILD OF AMERICA, INC.	INDIVIDUAL SHOWROOMS
June 3	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M. (See Above).		
Monday June 3 8:30 P.M.	ANNUAL COLLEGE FASHION SHOW Preview of August issue and introduction of "The Ten Best Dressed College Girls In America." Tickets: \$7.50. By invitation. Contact: Harrolyn Dilley, MU. 9-5900, Ext. 476.	GLAMOUR MAGAZINE (420 LEXINGTON AVE.)	CARNEGIE HALL 7TH AVE. & 57TH ST.
Beginning Monday June 3	OPENING OF FALL COLLECTION Continuous daily showings of Junior Accent's Fall collection, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 4 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings at 10:00 A.M., June 4, 6, 12, 14, 20. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 4 10:00 A.M.	PRESS PREVIEW: FUR FASHIONS BY CONSTANTINO Press preview of fur fashions, designed by Constantino. By invitation. Trade showings beginning Thurs., June 6, daily at 10:00 A.M. By reser- vation. Contact: Harry Feldman, PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 4 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION By invitation. Thereafter showings June 5, 6, 11, 12, 13 at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday June 4- June 5 12:00 Noon Luncheon	FASHIONS IN LUREX- ZEFKROME-ZEFRAN Fall knitted and woven fashions in Lurex, Zefkrome and Zefran at two luncheon presentations, June 4 and 5 at 1:00 P.M. For press and retailers, by invitation. Dow Retail contact: Kevin Begley, PL. 7-8300. Press contact: Ruth Hammer Associates, EL. 5-7872.	THE DOW CHEMICAL COMPANY	350 FIFTH AVENUE SHOWROOM - 801
Tuesday June 4 12:30 P.M. Luncheon	GRADUATION LUNCHEON Executives from the fashion field welcome the School's 26th graduating class, and alumnae awards are conferred. By invitation. School contact: Lorraine Helfont, TR. 9-4644. Publicity: Harold Imber at Constance Hope Associates, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 4 2:00 P.M.	SHOWING OF FALL COAT COLLECTION Showing of Fall coats June 4, 5, 6, 10, 11, 13, at 2:00 P.M. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 4 3:00 P.M. Cocktails	TWENTY-EIGHTH ANNUAL COLLEGE CLINIC "Mlle In Collegeland"--Back-to-school fashions from Mademoiselle's August 1963 college issue. Merchandise exhibit and reception 3:00 P.M. Showing promptly at 4:00 P.M. Tickets: \$10.00, by invitation only. (Special buses, Metropolitan Opera, West 39th and B'way, from 2:30; last bus leaves at 3:30.) Contact: Gretchen Ullman, MU. 9-5900, Ext. 653.	MADemoisELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
Tuesday June 4 4:00 P.M.	PREVIEW OF FALL COLLECTION Mort Schrader's Fall collection at one formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday June 4	OPENING OF FALL COLLECTION Continuous showings of Fall boutique separates and cashmere coordinates, designed by Dorothy Arden. Contact: CH. 4-2370.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 5 9:00 A.M. Breakfast	FASHION SHOW AND BREAKFAST Fashion show preview for Fall, featuring young junior fashions from the August and September editorials. By reservation. Show at 9:30. Tickets: \$3.50. Contact: Fay O'Neill, Merchandising Director, YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	COMMODORE HOTEL EAST BALLROOM
Wednesday June 5 2:00 P.M.	PREVIEW OF FALL MISSES DRESSES One formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday June 5 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Rembrandt's Fall collection June 5, 6, 11, 12 at 2:30 P.M. By reservation. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 5 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. Showing promptly at 4:30 P.M. For retail stores, by invitation only. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
Friday June 7 9:30 A.M. Breakfast	PREVIEW OF FALL- WINTER FUR FASHIONS Laurence H. Kaye will preview his Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter at 10:30 and 2:30 in showroom. Contact: OX. 5-8340.	LAURENCE H. KAYE FURS (345 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Friday June 7 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION Wragge's Fall collection. Thereafter June 11, 12, 18 at 11:00 A.M. All showings by invitation only. Contact: Mary Feld, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 10 11:00 A.M.; 3:00 P.M.	OPENING OF FALL COLLECTION Sarmi will present his Fall collection for buyers June 10 at 11:00 and 3:00. Press preview, Wed., June 12 at 4:00 P.M. All showings by invitation. Contact: CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 10 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showings, Tues., June 11 at 2:30, and Wed., June 12 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday June 12 10:30 A.M.	PREVIEW OF FALL IMPORT FASHIONS Preview of Fontana's Fall import fashions. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
June 12	PRESS SHOWING OF SARMI'S FALL COLLECTION AT 4:00 P.M. (See Above)		
Wednesday June 12 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Bruno Landi, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR

OPERA...THEATRE...BALLET...MOVIES

- Thursday
April 4 PREMIERE: "BYE BYE BIRDIE" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET
Columbia will present a Kohlmar-Sidney production, starring Janet Leigh, Dick Van Dyke, Ann-Margret, Maureen Stapleton, Bobby Rydell, Jesse Patson, and Ed Sullivan in Panavision Color. Producer: Fred Kohlmar. Director: George Sidney. Costumes: Pat Barto. Publicity: Hortense Schorr, PL. 1-4400. Music Hall Publicity: Edward Serlin, CI. 6-4600.
- Monday
April 8 TWENTY-SIXTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., April 8: Rossini's "Il Barbiere di Siviglia." Tues., April 9: Verdi's "Otello." Wed., April 10: Verdi's "La Traviata." Thurs., April 11: Mussorgsky's "Boris Godunov." Fri., April 12: Bellini's "La Sonnambula." Sat. Mat., April 13: Strauss' "Fledermaus." Sat. Eve., April 13: Cilea's "Adriana Lecouvreur." Publicity: Francis Robinson, PE. 6-1200.
- Monday
April 8 OPENING: "HOTSPOT" MAJESTIC THEATRE, 245 W. 44TH STREET
Starring Judy Holiday with Joseph Campanella, Joseph Bova, Arny Freeman, in the play by Jack Weinstock and Willie Gilbert, about the Peace Corps, presented by Robert Fryer and Lawrence Carr. Director: Morton Da Costa. Costumes: Reuben Ter-Arutunian. Publicity: Betty Lee Hunt, EN. 9-7472.
- Tuesday
April 9 FIFTH WEEK: N.Y. CITY CENTER N.Y. CITY CENTER, 131 W. 55TH STREET
Tues., April 9: Ebony Concerto, Movements for Piano & Orchestra, The Cage, Apollo. Wed., April 10: Swan Lake, Movements for Piano & Orchestra, Monumentum Pro Gesualdo, Firebird. Thurs., April 11: Liebeslieder Walzer, Passage, Raymonda Variations. Fri., April 12, 13 (Mat. & Eve.), 14 (Mat. & Eve.), A Midsummer Night's Dream. Publicity: Robert Larkin, CO. 5-4784.
- Wednesday
April 10- May 11 OPENING: "THE DANNY KAYE SHOW" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
Herbert Bonis (Dena Productions) will present Danny Kaye and an all-star show. Publicity: Goodman & Washer, CI. 6-4180.
- Thursday
April 11 OPENING: "THE CHILDREN FROM THEIR GAMES" MOROSCO THEATRE, 217 W. 45TH ST.
Co-starring Martin Gabel, Faye Emerson with John McMartin, Brenda Vaccaro, Bernie West, Gene Hackman, Ralph Purdum in the new comedy by Irwin Shaw; presented by Roger L. Stevens and Sam Wanamaker. Director: Sam Wanamaker. Costumes: Ann Roth; for Faye Emerson, Pepe Fernandez. Publicity: Samuel Lurie & Assoc., PL. 2-5678.
- Wednesday
April 17 OPENING: "RATTLE OF A SIMPLE MAN" BOOTH THEATRE, 222 WEST 45TH STREET
Starring Tammy Grimes and Edward Woodward in the English comedy by Charles Dyer about a man who visits London and is taken home by a pretty restaurant hostess. Presented by David Merrick. Director: Donald McWhinnie. Costumes: Sal Anthony. Publicity: Harvey Sabinson, JU. 2-4747.
- Tuesday
April 23 OPENING: "SHE LOVES ME" EUGENE O'NEILL THEATRE, 230 W. 49TH ST.
Harold Prince, in association with Lawrence and Phillip McKenna, will present the musical version of Miklos Laszlo's comedy, starring Barbara Cook, Barbara Baxley, Ludwig Donat. Director: Hal Prince. Costumes: Patricia Zipprodt. Publicity: Jacobson-Harmon, CH. 4-1482.
- Wednesday
May 1 OPENING: "SOPHIE" WINTER GARDEN THEATRE, 1634 BROADWAY
Starring Libi Staiger, Phil Leeds, Art Lund with Rosetta Lenoire, Berta Gersten in the musical based on the life of Sophie Tucker, by Philip Pruneau, presented by Len Bedson and Hal Grossman. Director: Jack Sydown. Costumes: Fred Voelpel. Publicity: Marvin Kohn, BR. 9-8458.

1964

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